

CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 06/08/99

AGENDA ITEM 5

WORK SESSION ITEM

TO: Mayor and City Council

FROM: Director of Community and Economic Development

SUBJECT: Downtown Business Improvement Area Consideration of Annual Levy

RECOMMENDATION:

It is recommended that the City Council adopt the attached resolution authorizing the levy and collection of fees within the Downtown Business Improvement Area (DBIA), with no changes to said levy for the year 2000.


BACKGROUND:

The DBIA exists for the purpose of undertaking improvements and activities that will serve to promote business in the downtown area. All retail, service/professional and financial institutions within the boundaries of the DBIA pay an annual levy to fund said activities and improvements. The amount paid by each business varies by business type, and by whether the business is located in Zone 1, which is the "core area" of downtown, or Zone 2. In prior years, the DBIA has received approximately \$48,000 in fees from approximately 450 downtown businesses. In accordance with State law, the levy may be approved each year by City Council only after the adoption of an Annual Report which has been submitted by a Citizens' Advisory Board, and after holding a public hearing regarding the proposed levy.


On May 25, 1999, the City Council accepted the FY 1999-00 DBIA Annual Report and Budget submitted by the DBIA Advisory Board. The Report projects \$48,000 in charges to be collected from the DBIA levy, and contains no changes to either boundaries of the DBIA district or the method of the levy. In addition, this year the Budget allocates \$30,000 from the existing fund balance and a reservation of \$10,000 to remain in the fund balance for contingencies. Finally, \$20,000 is proposed for funding by the Redevelopment Agency for maintenance of the downtown banners and steam cleaning the sidewalks. As noted in the Annual Report, the DBIA funds would be used to promote the downtown with newspaper tabloid inserts, a direct mail merchant newsletter, a downtown business directory, special events and decorations. The FY 1999-00 budget assumes continuation of a contract with the Chamber of Commerce for the advertising and newsletter services. The Advisory Board will undertake a review of the contract scope at the end of this year. The DBIA Advisory Board has also expressed an interest in using the existing fund balance to begin replacing the stock of downtown banners and also to purchase permanent Christmas decorations for the B Street area. Finally, funding is provided for the promotion of special events downtown.

Notices regarding this hearing were mailed to all businesses in the DBIA on May 27, 1999. As of June 3, 1999, staff has received no significant comments. It is recommended that the City Council hold a public hearing to take any testimony regarding the proposed 2000 levy, and that the City Council subsequently adopt the attached resolution authorizing the collection of assessments for the year 2000.

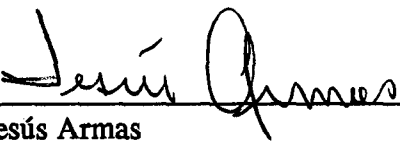
Prepared by:


Maret Bartlett
Redevelopment Director

Recommended by:


Sylvia Ehrenthal
Director of Community & Economic Development

Approved by:


Jesús Armas
City Manager

Attachment: Resolution

DRAFT

JB 6/3/99

HAYWARD CITY COUNCIL

RESOLUTION NO. _____

Introduced by Council Member _____

**RESOLUTION CONFIRMING THE ANNUAL REPORT AND
ORDERING LEVY OF CHARGES FOR THE DOWNTOWN
HAYWARD BUSINESS IMPROVEMENT AREA**

WHEREAS, by Resolution No. 99-091, a Resolution Approving Annual Report and Declaring Intention to Levy Annual Charges for the Downtown Hayward Business Improvement Area for the Fiscal Year 1999-00 and providing for notice of hearing thereon, this City Council declared its intent to levy and collect such charges for the fiscal year 1999-00; and

WHEREAS, said report was duly made and filed, and duly considered by this City Council and found to be sufficient, whereupon it was determined that June 8, 1999, at the hour of 8 p.m., in the regular meeting place of this Council, City Council Chambers, 777 B Street, Hayward, California, was appointed as the time and place for a hearing by this City Council on the question of the levy of the proposed charges, notice of which hearing was duly and regularly published; and

WHEREAS, at the appointed time and place said hearing was duly and regularly held, and all interested persons desiring to be heard were given an opportunity to be heard, and all matters and things pertaining to said levy were fully heard and considered by this City Council, and all oral statements and all written protests or communications were duly heard, considered, and overruled, and this City Council thereby acquired jurisdiction to order said levy of charges as set forth in the annual report approved May 25, 1999.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Hayward hereby confirms the report presented on May 25, 1999, and thereby orders the levy of the annual charges for fiscal year 1999-00 for the Downtown Hayward Business Improvement Area as set forth in said report.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 1999

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward